

Many thanks for listening to my teleseminar, *Establish Client MasterMind Groups for Ongoing, Significant Income and Results*. I hope you got some ideas to stimulate your thinking.



Obviously, with only one hour to answer Rebecca's questions and with limited Q&A time, it's hard to get really deep into any topic. So first off, I'm happy to answer questions you may have regarding your own situation. Feel free to email me at steve@theadventure.com and I'll respond. (Understand I may not answer within 15-minutes. It might take a couple of days.)

A couple of people have emailed asking for the URL of my CDROM package for speakers and consultants. You can click on the link below to read about it:

[The Indolent Armadillo](#)

I think it's important to follow-up with a couple of key points about this topic:

- First, as I said, there are many roads to the top of the mountain. I was sharing my road. It would be very difficult for you to just lift exactly what I've done and apply it to your situation. Let the examples and principles act as catalysts for your own thinking and your own ideas. I do not consider myself a guru in this area. This was just how I did it.
- The fact that I my groups involve association executives does not, in itself, make my clubs any easier to develop than creating clubs through any other niches. Niches come in all different shapes and sizes. A niche can be a narrow target market, like mine, which would also apply to dentists, corporate CEOs, stay-at-home Moms, or information entrepreneurs. You can also be a subject-matter specialist -- leadership, direct marketing, sales, human resources, etc. -- crossing several markets. You could be geographically niched. The point is there are several ways to define niches.
- Getting started is simply not easy. My start wasn't easy and it wasn't because I had some brilliant flash of insight that told me this club would work. I was, however, listening to my target market. They were the ones who told me they had a big White Space of Need. I was fortunate to have been listening and then ran with the ball. Still, it was probably a year and a half from that point before I was able to get my club off the ground. I've now had ten years of tweaking and adjusting to reach this point. It wasn't born full-grown (and it still isn't, for that matter).
- The third point is to make sure you're offering something they absolutely cannot get anywhere else. People have many places to go for information, networking, and products. Your club must offer something of high value not easily available anywhere else. This also creates quasi "golden handcuffs."
- Finally, be sure to make it 99% about them. This is not simply a platform for you and your products or services. Believe me, if you do a really great job helping them, they will come to you for more!

Again, thanks for listening. If I can answer any questions, please let me know.

Steve

Steve Miller
Kelly's Dad, Strategic Handyman

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